

ABSTRACT OF THE DISCLOSURE

A holder for displaying a thin advertising placard on a fixture exhibiting merchandise for sale, has an elongated shank shaped at one end for detachable fixation to the fixture, and carrying at the other end a three-dimensional head for holding the placard. The head has at least one, preferably more, substantially linear slot extending across a portion of its periphery and inwardly into its interior for receiving a marginal portion of the placard. Each such slot on its interior is shaped for gripping the placard portion.